

BPA Policy 440-91

Lobby Displays in BPA Facilities

Workplace Services, Equipment and Facilities

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440-91.1 Purpose & Background

This policy provides guidance for the use of the Portland Headquarters and Ross-Dittmer building lobbies for displays, posters and other forms of communication.

440-91.2 Policy Owner

The Chief Administrative Officer has overall responsibility for implementation of this policy, and for periodic review of policy content.

440-91.3 Applicability

Portland Headquarters, and Ross-Dittmer building lobbies.

440-91.4 Terms & Definitions

- A. **Portland Headquarters lobby:** The area around the guard station, including the entrances to the building from 9th and 11th Avenues. The lobby area extends from the bank of elevators at the north entrance to the cafeteria walkway.
- B. **Portland Headquarters cafeteria alcove:** The area directly across from the BPA Café in front of the windows.
- C. **Ross-Dittmer lobby:** The area in front of the entry doors ending at the stairwell behind the guard station.

440-91.5 Policy

The lobby areas of the BPA Portland headquarters and Ross Dittmer building form the first impression of the agency to visitors. These areas are also a prime location to communicate information to employees. Lobby displays, including posters and other materials for communicating to the general public and employees must reflect BPA's mission and history in a positive way and comply with the specifications outlined in this policy.

440-91.6 Policy Exceptions

Exceptions may be made for display of historical collections that have been approved by Workplace Services and Public Affairs.

440-91.7 Responsibilities

- A. **Communications:** Coordinates with Workplace Services and ensures that communication materials are suitable and appropriately displayed.
- B. **Workplace Services**
 - 1. Reviews all requests for set-up and placement of visual communications and displays in order to assess space requirements.
 - 2. Coordinates with Communications and the requestor on the location, installation and removal of communication displays.

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3. Coordinates with the Civil Rights & EEO manager when culturally specific displays are installed.
4. Collaborates with the Security & Continuity of Operations organization regarding security considerations as needed.

C. Media Services:

1. Coordinates with Workplace Services and Communications when communication materials it produces are used in lobby displays.
2. Informs client/requestor of policies and procedures contained in this document, and forwards questions and concerns about lobby displays to Communications.

440-91.8 Standards & Procedures

- A. Lobby communications and displays are limited to the display boards outside the bank of elevators at Headquarters and to the monitors in the Ross-Dittmer lobby.
- B. Easels, tables and chairs are not permitted in either lobby.
- C. Posters and other communication materials are kept up-to-date and removed promptly after the event or activity date has passed.
- D. Acceptable uses for display boards and the monitors include:
 1. High level building or agency-wide events such as:
 - a. Red Cross blood drives (endorsed by BPA),
 - b. Transportation Fairs or similar events where BPA has agreed to be a major participant in a state or community program,
 - c. The Combined Federal Campaign (CFC),
 - d. All-Employee Meetings,
 - e. Administrator's Excellence Awards ceremonies,
 - f. Announcements about major disasters, aid programs or memorial events,
 - g. Employee benefits,
 - h. Union promotions,
 - i. Associates promotions and events (display item must list all activities for a given month), and
 - j. Pluralism Council promotions and events (one display item per group/resource group summarizing all activities for the group and displayed only during the month designated by the Pluralism Council).
 2. Building-wide or broad announcements that could not be foreseen and pre-advertised such as:

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- a. Alerts of computer viruses and
 - b. Building alerts such as a temporary water shut-off, repairs, or areas to avoid
- E. Lobby displays may **not** be used to promote:
- 1. Internal services,
 - 2. Retirements or parties,
 - 3. Events that are for only a portion of employees (such as advisory group meetings and clubs),
 - 4. Events that are open to all employees, but are not critical to the agency's mission (such as educational brown bags, nutrition tips, new program information),
 - 5. Events and information that are more appropriately advertised/posted in BPA Connection (calls for volunteers, training opportunities),
 - 6. Education programs in schools, mentoring, etc., that may involve administrative leave time for those who volunteer,
 - 7. Celebrations and events such as Take Your Child to Work Day, or
 - 8. Non-BPA related events.
- F. In all cases, the lobbies shall not be used in a manner that impedes security monitoring practices.
- G. At Headquarters, the east and west entrances are not be used for promotions or displays. They are for entering and exiting the building only.
- H. At Headquarters, the BPA Café alcove is the only area of the lobby used for displays that involve easels, tables and chairs. In this area, users have the flexibility to creatively promote events. This area can be used for communication and promotions such as: health benefits, credit union promotions, Associates events, fitness center events and the Administrator's Excellence Awards.

440-91.9 Performance & Monitoring

Lobby displays are monitored by Workplace Services and Communications.

440-91.10 Authorities & References

None.

440-91.11 Review

This policy is scheduled for review in 2/3/17.

440-91.12 Revision History

Version	Issue Date	Description of Change
	6/4/15	Migration of content to new format.

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